



Designer, illustrator & animator working across marketing and animated content, with a strong focus on visual storytelling.

Work Experience

2021-2025

Playtika Playtika | Designer (Freelance 2021–2024, Full-time 2025–2026)

Worked at Playtika on the game Solitaire Grand Harvest.

leading social media design and directing videos.

I worked on collaborations with major IP brands such as Snoopy, The Smurfs, and Popeye, developing strong visual languages within brand guidelines.

I leveraged AI tools such as Genie labs and Gemini created storyboards, produced ads and videos across Facebook, Instagram, VIP player groups, & marketing.

2024

Pelanor Freelance 2024

Pelanor is a company that helps optimize cloud spending with clear, visually engaging graphs. In my role, I developed a design system, creating visuals for "CUBECOIN" stand, team merchandise such as stickers and T-shirts, and engaging web animations.

2020

Freelance

Worked with multiple companies across marketing, web, and digital content. Projects included web and brand materials for the Acum Association (via Willbloom), motion design and animations for digital marketing at Quality Score, and the creation of product brochures and explanatory booklets for Austerlitz Architecture.

2019

The Hive Studio Internship Intern

Gained hands-on experience in a professional animation studio, working on motion design and animation projects using After Effects.

2020-2025

Exhibitions and awards

Participation in the 1st Pop-Up Museum TLV graffiti exhibition.

First place winner in "אוו" contest.

First place winner in Holon Caricature and Comics Museum

Winner of the Gesher Multicultural Film Fund pitching competition twice; creating two films screened internationally, winning 6 awards and selected for 20 festivals.

White Night Tel Aviv – Created looping GIFs projected onto Menashe Kadishman's iconic sculpture Hitromemut for a one-night animation project.

Education

High school education- full Bagrut certificate with excellence at Dror.

B.A. in Visual Communication, Holon Institute of Technology (HIT)

Full control of Adobe software:

AE, PS, AI, ID, FIGMA, AI Tool: Gemini

Military Service

IDF Air Force Technical College.
Sergeant – Tutored high school students to graduation.

Received an Excellence Award at the Central Region Air Force base.

Languages

Hebrew – Native

English – Fluent